

# R. J. Reynolds

Tobacco Company

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TO: All Region Managers

FROM: Rich Tanchyk

DATE: June 8, 1996

SUBJECT: ECLIPSE Introduction Chattanooga Tenn.

Ladies and Gentlemen,

It was just three weeks ago that I became aware that our company was ready to take one of the most exciting and innovative brands in the name of Eclipse and present it at retail. I have been given the distinct pleasure to be involved in this project and thought that you would be interested in how it is being received.

Our company now has a product that addresses the issue of second hand smoke head on. We are selling a cigarette that offers

- almost 90% second hand smoke
- no ashes
- no lingering odor
- almost no staining
- ultra low tar and nicotine (with a rich flavor)

I am a part of the retail sales force made up of two member teams (one from field sales the other is a member of the Eclipse sneak preview team) and it is our job to

- sell Eclipse off car in 750 test market retail calls in a two week period. There are 4 styles (all box Full Flavor, Milds, Full Flavor Menthol, Menthol Milds).
  - display the product in floor / counter units. Because of the unique features and benefits of Eclipse, it is vital that we achieve "informed" trial. We are placing video tapes of the Eclipse story in all displays (buy one pack receive the video).
  - advertise - including pricing (Eclipse retails for 10 cents more per pack)
  - merchandise on the package / carton fixtures
  - prebook future orders
  - educate the retailers about Eclipse (store mgrs., employees etc.)
- personal selling (myself and my team mate spent an hour in the smoking room of a Super WalMart presenting Eclipse to smokers).

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Many of the other members of the sales team have been with RJR 20 years and higher. We all agree that this is the most buttoned up brand introduction that we have ever been a part of. The retail market place, due to the sneak preview program that was run in the Chattanooga area, has been extremely receptive to the brand as well as the display programs. I think you all would be intrigued like I have been about the retail trade here in the Chattanooga area. Winston and surprisingly Vantage are extremely strong. In the savings segment Doral is the # 1 brand by far.

On a lighter note all the team members are from the South except yours truly so we have had some fun trying to understand each other at our daily meetings. We are tracking our results on a daily basis and I'm happy to say that after the first week I am # 1 or 2 in all areas( hell, I wouldn't represent the Buffalo region any other way ).

I hope that this letter has been somewhat informative and to relay some of the excitement that is occurring here for our company. See you for our own brand introduction of Camel Menthol.

Sincerely,

*Rich*

Rich Tanchyk

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